

COMMITTEE MEMBERS:
Sherry Hu, Mayor
Jean Josey, Vice Mayor



Regular Meeting of the **DUBLIN ECONOMIC DEVELOPMENT COMMITTEE**

Tuesday, October 20, 2026

**Location: Dublin Civic Center
City Manager's Conference Room
100 Civic Plaza
Dublin, CA 94568**

5:30 PM

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

2. PUBLIC COMMENT

3. ACTION ITEMS

3.1 Approval of the April 21, 2026 Regular Economic Development Committee Meeting Minutes

The Committee will consider approval of the minutes of the April 21, 2026 Regular Economic Development Committee Meeting.

STAFF RECOMMENDATION:

Approve the minutes of the April 21, 2026 Regular Economic Development Committee Meeting.

[April 21, 2026 Regular Economic Development Committee Meeting Minutes](#)

3.2 Consideration of Small Business Assistance Program Grant Request: The VeloShack, Performance and Analytics LLC

The Economic Development Committee will consider a grant request from a new business in Dublin, The VeloShack, Performance and Analytics LLC, seeking \$60,000 through the City's Small Business Assistance Program. This request supports ADA accessibility and compliance-related improvements that are necessary to ensure occupancy and operation. The project reflects significant private investment and is expected to activate a currently vacant space, create new job opportunities, and expand youth sports training opportunities in the community.

STAFF RECOMMENDATION:

Receive the report, provide direction on whether to recommend City Council approval of the grant request, and, if so, the amount recommended to be approved.

[Staff Report](#)

[Attachment 1 - Small Business Assistance Program Grant Application - The VeloShack,](#)

4. REPORTS

4.1 Economic Development Branding and Marketing Strategy Update

The Committee will receive a presentation on the Economic Development Branding and Marketing Strategy, including the refined logo, the draft Brand Identity Guidelines, and the draft communications and outreach strategy. Staff is seeking the Committee's feedback and direction before finalizing the materials, developing collateral, and beginning a phased rollout.

STAFF RECOMMENDATION:

Receive the presentation and provide direction.

[Staff Report](#)

4.2 Economic Development Activity Update

The Committee will receive an update on various economic development activities, including implementation of the Economic Development Strategy, recent accomplishments, ongoing initiatives, and upcoming events.

STAFF RECOMMENDATION:

Receive the report.

[Staff Report](#)

[Attachment 1 - Economic Development Activity Snapshot](#)

4.3 Commercial Business Activity Update

The Committee will receive an update on commercial business activity in Dublin.

STAFF RECOMMENDATION:

Receive the report.

[Staff Report](#)

[Attachment 1 - Commercial Business Activity List](#)

4.4 Overview of Businesses in the Sierra Trinity Business Park Area

The Committee will receive a report on the quantity and types of businesses located in the Sierra Trinity Business Park area.

STAFF RECOMMENDATION:

Receive the report.

[Staff Report](#)

5. REQUEST FOR FUTURE MEETING AGENDA ITEMS

The Committee and/or City Staff will present items to be discussed at future meetings.

6. ADJOURNMENT

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Mission

The City of Dublin promotes and supports a high quality of life, ensures a safe, secure, and sustainable environment, fosters new opportunities, and champions a culture of equity, diversity, and inclusion.